Deliver the Bazaarvoice Brand

The identity for Bazaarvoice Summit is designed to work in conjunction with the Bazaarvoice corporate style guides. This mark is now the established summit brand and will be respected for this year's summit.

Color

The primary brand colors should be the focus for Summit. Color use should reflect the brand, please consult corporate styles for all color information.
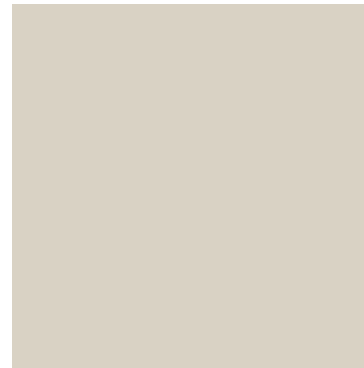
Bazaarvoice Navy

PMS 548
CMYK: C97 M26 Y24 K70
RGB: R0 G61 B76
HEX: 003D4C

Bazaarvoice Green

PMS 3268
CMYK: C93 M0 Y54 K0
RGB: R0 G171 B142
HEX: 00AB8E

Beige Accent

PMS 7527
CMYK: C15 M14 Y21 K0
RGB: R216 G210 B196
HEX: D7D1C4

Secondary color will be assigned to rooms or aspects of the event at a later date. This guide will update with instructions as these decisions are made.

PMS 173
CMYK: C0 M69 Y100 K4
RGB: R232 G109 B31
HEX: E86D1F

PMS 7427
CMYK: C25 M100 Y84
K23 RGB: R224 G78 B57
HEX: 991B2D

PMS 689
CMYK: C42 M88 Y28 K5
RGB: R154 G64 B117 HEX:
9A4075

PMS 584
CMYK: C28 M8 Y83 K0
RGB: R192 G202 B85 HEX:
C0CA55

Bazaarvoice Summit Logo

The Summit logo is modeled after the primary Bazaarvoice logo. This allows all Summit branding to easily promote the master brand. This year the use of secondary colors will expand upon the identifiable "b:summit" brand.

PRIMARY LOGO

b: summit

SECONDARY LOGO

This logo should only be used in small applications when the primary logo cannot work. Its use should be minimal

b: summit

BASE COLOR USAGE

b: summit

EXPANDED COLOR USAGE (Select for optimal contrast)

b: summit   b: summit   b: summit   b: summit   b: summit   b: summit

Type

Primary faces

Foral Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Foral Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Secondary faces

Gibson Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

Gibson Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()

History

The connections motif was the base for Summit in 2013. It was a flexible design element that is used in all elements of Summit collateral.

The colors used were limited to Baazarvoice Navy and Green with a neutral accent. When images were used in the circles they appeared as duotones in accordance with Baazarvoice duotoning guidelines.

We are looking to expand on the motif by introducing some of the secondary colors that are visible on the current website and in the current brand guidelines.

Additionally the updated motif will expand the message of "Vision 20/20" while expanding on past success.

Vision 20/20

Winning the Connected Consumer

Vision 20/20 – Winning the Connected Consumer reflects the global message of the conference. The Vision 20/20 graphic and the Summit logo appear on public facing collateral. However, these items should not be locked up.
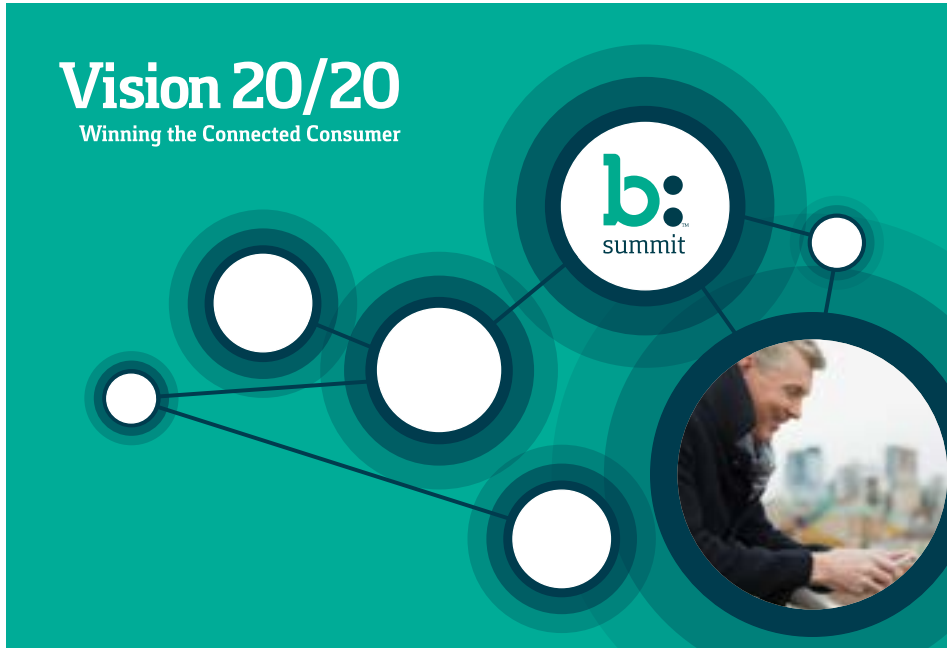
The motif is dominated by the primary BV colors. Following are options for color use.

Activation of circles and movement of the motif will be explored in motion graphics development.

b: summit

Vision 20/20
Winning the Connected Consumer

BV's primary colors can be used in various ways within the look. Or one look can be settled on show wide. This guide will be updated as those decisions are finalized.

Concept 1 Color Exploration - Secondary

Vision 20/20
Winning the Connected Consumer

Vision 20/20
Winning the Connected Consumer

BV's secondary colors can be assigned to event elements. This guide will update for any color assignments.

Vision 20/20
Winning the Connected Consumer

b:
summit

Proposed stock selects.
Final licensed imagery TBD

Proposed stock selects.
Final licensed imagery TBD

Image Selects Legacy Stock A

Image Selects
Licensed

Image Selects
Licensed

Product Image Selects. Licensed.
New product images will be added
as necessary for the 2014 Summit